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STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC
SAFETY
DIVISION OF CONSUMER AFFAIRS
STATE BOARD OF DENTISTRY
DOCKET NO.

In the Matter of)

STEVEN S. FORMAN, D.D.S.)

Licensed to Practice Dentistry)
in the State of New Jersey)

Administrative Action

CONSENT ORDER

This matter was opened to the New Jersey State Board of Dentistry upon receipt of information that Steven S. Forman, D.D.S. uses the word "institute" in connection with a place where he practices dentistry in violation of N.J.S.A. 45:6-18 prohibiting the use of such term except by an institution authorized by the Legislature to engage in dental research. It appears that Dr. Forman calls his dental practice, "Institute for Dental Health".

In order to resolve this matter without recourse to formal proceedings and without admitting or denying any wrongdoing and for purposes of settlement and for good cause shown;


IT IS ON THIS 19 DAY OF JANUARY, 1994,

HEREBY ORDERED AND AGREED THAT:

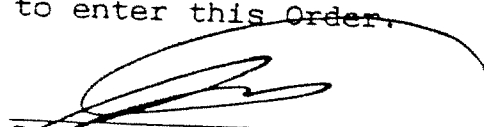
1. Dr. Forman shall cease and desist using the term

"institute" in connection with his dental practice in violation of N.J.S.A. 45:6-18. He shall take such corrective action as may be required in order to change any advertising, signs, letterhead, business cards, or other written material which contain the improper term.

2. Dr. Forman is hereby assessed a civil penalty in the amount of Five Hundred (\$500.00) Dollars for the violation of N.J.S.A. 45:6-18. Payment shall be made by certified check or money order made payable to the State of New Jersey and shall be submitted to Agnes Clarke, Executive Director of the Board of Dentistry, at 124 Halsey Street, Sixth Floor, Newark, New Jersey 07102, no later than the first day of the month following the entry date of this Order.


Marvin A. Gross, D.D.S.
President
State Board of Dentistry

I have read and understand
the within Order and agree to
be bound by its terms. Consent
is hereby given to the Board
to enter this Order.


Steven S. Forman, D.D.S.